

8 ways to attract and keep clients



CLICK. ZIP. FAST ROUND TRIP.

Inside



Your free Marketing Tool Kit

Ready-to-use materials for your office



1. Easel-Backed Desk Sign

Identify yourself to your clients as an authorized provider of IRS e-file.

This sign on your desk stands for fast electronic filing—fast proof of accuracy—and fast refunds.



2. Window/Door Decal

Put this eye-catching decal on your window or door to attract people passing by. (Replace any old decals.)

This sign tells prospective clients that you're authorized to e-file their tax returns electronically—directly to the IRS.



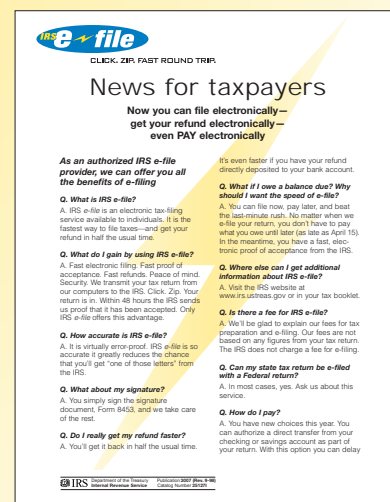
3. Posters

Display both versions on your walls and windows—one for people who get a refund, one for those with balance due. Two sizes: 8 1/2 x11 and 11x14.



4. IRS e-file Stickers

Attach these popular peel-and-stick labels to all client correspondence, including each return you prepare, to identify that it has been filed using IRS e-file. Order more by the sheet.

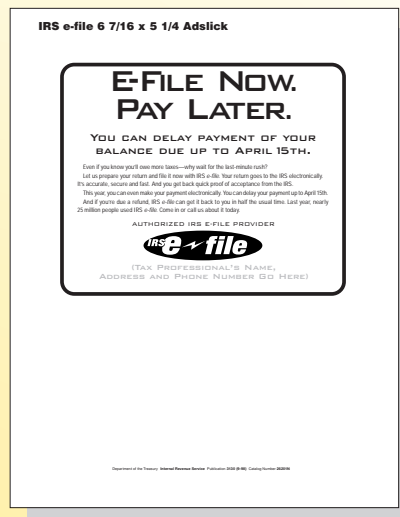
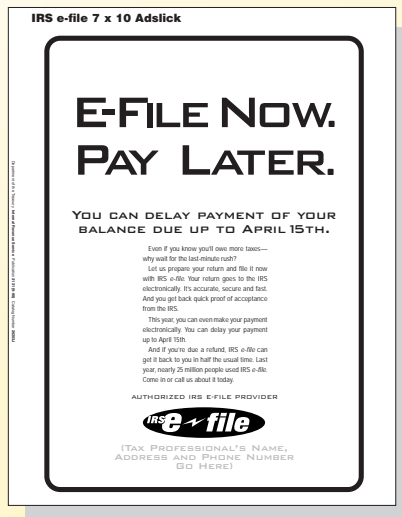


5. Q&A facts on e-file refunds and electronic payments

Provide this helpful information to new prospects as well as clients. It explains how they can get their refund back twice as fast.

Or why they'd want you to e-file their returns early even if they owe a tax balance—they can still wait till April 15th to pay. And in the meantime, you get back a fast, online proof-of-acceptance from the IRS.

Easy-to-use advertising materials



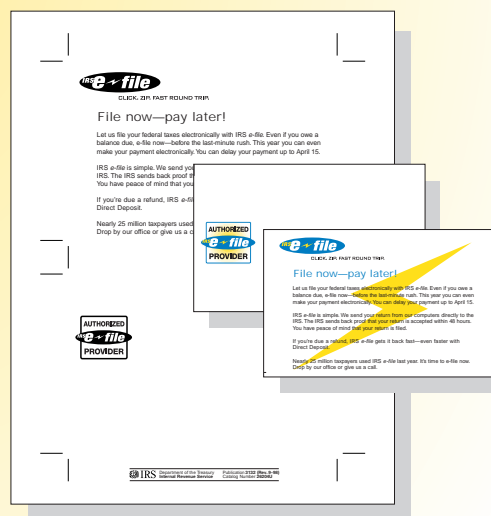
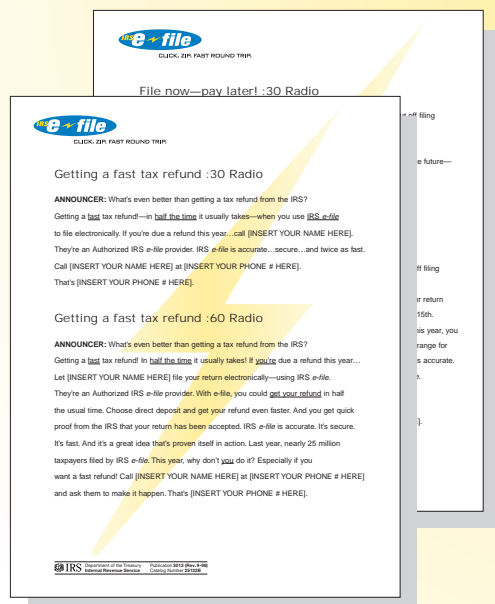
6. Newspaper Ads

To run your own advertising message, take these ads to your local newspaper.

They can reproduce the layouts as black and white art. Simply add your name, address and phone number at the bottom of the ad. If they prefer, the newspaper can even download electronic files of the ads directly from our website: www.irs.ustreas.gov

In two sizes: 7x10 and 6 7/16 x 5 1/4. It can be also used as a flyer.

Use your IRS e-file capabilities to build business. After last year's IRS e-file campaign, electronic filing increased 28%.



7. Radio Scripts

Local radio advertising is an efficient way to reach a wide audience—and establish your name as an authorized provider of IRS e-file services.

Call the Advertising Sales Manager at popular local radio stations to talk about scheduling 60-second or 30-second spots or both.

These scripts are designed for your local announcer to read live, filling in your own name and phone number.

8. Postcard Mailers

Remind your clients of your IRS e-file capabilities—both those who did and did not e-file last year. And don't forget to mail to prospects.


There are two different postcards—one for clients who usually get a refund, one for those who have a balance due.

For additional cards, take the enclosed camera ready template to your local printer. In the space allowed, imprint your name, address, phone and fax numbers. Add your website if applicable.

For color quality postcards, your local printing service can download electronic files directly from our website:

www.irs.ustreas.gov

Get more— they're free!

 **CLICK, ZIP, FAST ROUND TRIP.**

IRS e-file Marketing Tools Order Form

Please send to:

Name _____

Address _____

City/State/Zip _____


Phone _____

I want to order the following free materials:

Item	Catalog No.	Title (description)	Quantity
Pub. 3009	251296	IRS e-file provider desk sign	_____
Pub. 3008	251281	IRS e-file provider desk ad	_____
Pub. 3015	251352	IRS e-file poster (8 1/2 x 11 Let us)	_____
Pub. 1860	214968	IRS e-file poster (11 x 14 Let us)	_____
Pub. 3129	262000	IRS e-file poster (8 1/2 x 11 Pay later)	_____
Pub. 3139	262009	IRS e-file poster (11 x 14 Pay later)	_____
Pub. 3010	251306	IRS e-file stickers (52 stickers per sheet—specify number of sheets)	_____
Pub. 3007	251271	Question and answer sheets for IRS e-file provider clients	_____
Pub. 3018	251426	Newspaper ad (7x10 Let us) for IRS e-file provider personalization and use	_____
Pub. 3018A	251782	Newspaper ad (6 7/16 x 5 1/4 Let us) for IRS e-file provider personalization and use	_____
Pub. 3131	262031	Newspaper ad (7x10 Pay later) for IRS e-file provider personalization and use	_____
Pub. 3130	262018	Newspaper ad (6 7/16 x 5 1/4 Pay later) for IRS e-file provider personalization and use	_____
Pub. 3012	251328	Radio scripts (first refusal) for IRS e-file provider personalization and use	_____
Pub. 3138	262191	Radio scripts (Pay later) for IRS e-file provider personalization and use	_____

To place your order, call 1-800-629-3676 or mail this form to the nearest IRS Distribution Center.

Western part of the U.S.	Western Area Distribution Center Rancho Cordova, CA 95743-0001
Central part of the U.S.	Central Area Distribution Center P.O. Box 6909 Bloomington, IL 61702-6909
Eastern part of the U.S. and foreign addresses	Eastern Area Distribution Center P.O. Box 27322 Richmond, VA

 Department of the Treasury
Internal Revenue Service

Form 11278 (Rev. 8-98)
Catalog Number 651796

Order Form

All of these materials are free to you from the IRS. They're designed to help build your business as an Authorized IRS *e-file* Provider.

To place an order for more of these free materials, complete the top of the form and indicate the quantities requested in the blanks. Mail the form to the IRS or call the toll free number.

Give us your feedback



Talk back to the IRS...

We're working to put service first. So please take a moment to tell us which of the enclosed Marketing Tools you plan to use?

Office materials:

- ☐ Desk sign
- ☐ Window/door decal
- ☐ Poster/refund
- ☐ Poster/pay later
- ☐ IRS e-file stickers
- ☐ Q&A fact sheet

Promotional materials:

- ☐ Newspaper ad/refund
- ☐ Newspaper ad/pay later
- ☐ Radio scripts/refund
- ☐ Radio scripts/pay later
- ☐ Postcard mailers/refund
- ☐ Postcard mailers/pay later

Name _____
Company _____
Address _____
City/State/Zip _____
Telephone () _____

Please fill out and return the enclosed card. Your response will help us make the IRS e-file program even stronger for you next year.

*Working to put
service first*



Department of the Treasury
Internal Revenue Service

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Catalog Number 26206U

